



**General Services Administration
Federal Supply Schedule for Advertising and Integrated Marketing Solutions (AIMS)
FSC Class 541**

Contract Number: GS-23F-0273N

Contract Period: July 1, 2003 through June 30, 2018

Authorized/Awarded Special Item Numbers (SINs):

SIN 541-2	Public Relations Services
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs

Business Size: Large

Daniel J. Edelman, Inc.

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Download The Edelman GSA Brochure to learn more about Edelman and Our Award-Winning Capabilities:
[Edelman GSA Brochure](#) (Adobe Acrobat file; if you don't have the Adobe reader, download it [here](#))

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- 1a. Table of awarded special item numbers with appropriate cross-reference to item descriptions and awarded price(s).

GS-23F-0273N

SIN 541-2

SIN 541-5

SIN 541-1000

Public Relations Services

Integrated Marketing Services

Other Direct Costs

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. **Not Applicable**
- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. **Please refer to the attached Labor Category Descriptions and applicable hourly rates**
2. Maximum order. **\$1,000,000.00**
3. Minimum order. **\$100.00**
4. Geographic coverage (delivery area). **Domestic Only**
5. Point(s) of production (city, county, and State or foreign country). **Not Applicable**
6. Discount from list prices or statement of net price. **GSA Net Pricing as shown in pricing tables provided**
7. Quantity discounts. **None**
8. Prompt payment terms. **None**
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold. **Yes**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. **Yes**
10. Foreign items (list items by country of origin). **None**
- 11a. Time of delivery. (Contractor insert number of days.)

ALL SINs – As Negotiated Between Contractor and Ordering Agency

- 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. **Services are available for expedited delivery. Expedited delivery time is negotiated between Contractor and Ordering Agency**

- 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. **Services are available for expedited delivery. Expedited delivery time is negotiated between Contractor and Ordering Agency**
- 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery. **Services are available for expedited delivery. Expedited delivery time is negotiated between Contractor and Ordering Agency**
12. F.O.B. point(s). **Destination**
- 13a. Ordering address(es).
- Daniel J. Edelman, Inc.
200 East Randolph Drive
Chicago, IL 60601**
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. Payment address(es).
- Daniel J. Edelman, Inc.
200 East Randolph Drive
Chicago, IL 60601**
15. Warranty provision. **Not Applicable**
16. Export packing charges, if applicable. **Not Applicable**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). **Not Applicable**
18. Terms and conditions of rental, maintenance, and repair (if applicable). **Not Applicable**
19. Terms and conditions of installation (if applicable). **Not Applicable**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **Not Applicable**
- 20a. Terms and conditions for any other services (if applicable). **Not Applicable**
21. List of service and distribution points (if applicable). **Not Applicable**
22. List of participating dealers (if applicable). **Not Applicable**
23. Preventive maintenance (if applicable). **Not Applicable**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **Not Applicable**

- 24b. Indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/.
- 25. Data Universal Number System (DUNS) number. **07-232-4379**
- 26. Notification regarding registration in Central Contractor Registration (CCR) database.
CAGE Code:

For over five decades, Edelman has pioneered and shaped many of the communication practices that have become the industry standard. Founded in 1952 by Daniel J. Edelman, the chairman of our firm, Edelman today ranks as the largest independently owned global public relations agency. With over 3,200 employees in 54 offices around the globe - in North America, Asia, Europe and Latin America - Edelman's mission is to deliver world-class public relations counsel and strategic communications services that enable our clients to build strong relationships and to influence attitudes and behaviors in a complex world.

We undertake our mission through convergence by integrating specialist knowledge of practices and industries, local market understanding, proprietary methodology and breakthrough creativity.

We are dedicated to building long-term, rewarding partnerships that add value to our clients and our people.

In addition to our core PR firm, Edelman also has several specialty firms:

- ❖ BioScience Communications – Medical education and publishing
- ❖ Blue Worldwide – Advertising
- ❖ First&42nd – Management consultancy, brand management, and organizational development
- ❖ MATTER – Entertainment consultancy
- ❖ me2revolution – Media lab for new forms of communication
- ❖ Berland – Full-service applied research consultancy agency

Today, Edelman is recognized for our trend-setting quality assurance programs, innovative use of interactive media, broad scope of specialty products and services, and continued progress in methods to quantify and measure the success of communications programs.

We offer expertise in the full range of communication disciplines, including:

- ❖ Change and Employee Engagement
- ❖ Corporate
- ❖ Crisis & Issues Management
- ❖ Corporate Social Responsibility & Sustainability
- ❖ Design Communications
- ❖ Digital
- ❖ Digital Entertainment, Rights and Technology
- ❖ Editorial
- ❖ Food & Nutrition
- ❖ Financial & Investor Relations
- ❖ Government
- ❖ Litigation
- ❖ Marketing
- ❖ Multicultural
- ❖ Productions
- ❖ Public Affairs
- ❖ Sports & Entertainment
- ❖ Tourism & Lifestyle

Edelman has received numerous accolades over the years, such as:

- ❖ *PRWeek's* Large Agency of the Year in 2008 and 2006
- ❖ *Advertising Age's* "2007 Agency A-List"
- ❖ *PRWeek's* Corporate Branding Campaign of the Year award went to Edelman DC in 2006 for GE's ecomagination campaign
- ❖ *Holmes Report's* "2007 Global Agency of the Year"
- ❖ *PRWeek's* "Editor's Choice" distinction at the start of 2006
- ❖ "Best of the Best" Silver Anvil in 2006, awarded by the Public Relations Society of America

Edelman has already established a strong, sound presence within the Government arena. Edelman's performance of services continues to far exceed the expectations of government customers. As one of the nation's leading PR firms, Edelman is fully prepared to deliver all required aspects of a Statement of Work issued under the GSA Schedule contract.

GSA Rates as of 7/1/2013

Labor Price List for:

SIN 541-2 Public Relations Services

SIN 541-5 Integrated Marketing Services

LABOR/TASK CATEGORY	GOVERNMENT HOURLY RATE INCLUDING IFF*
Director	\$448.88
General Manager	\$359.10
Executive Vice President	\$314.21
Senior Vice President	\$269.33
Vice President	\$233.42
Senior Account Supervisor	\$197.51
Account Supervisor	\$166.08
Senior Account Executive	\$157.11
Account Executive	\$143.64
Assistance Account Executive	\$134.66
Intern	\$67.33
Administrative Assistant	\$49.38
Executive Assistant	\$49.38

* Industrial Funding Fee set at 0.75% as mandated by the GSA on 1/1/04.

LABOR CATEGORY DESCRIPTIONS

DIRECTOR

The Director assumes operational responsibility for a designated group/unit or office, develops and introducing new tools, products or methodologies and maintains a record of increasing revenue from key clients and low client turnover. With extensive experience within the agency arena and a broad understanding of all facets of agency business, the Director will be responsible for revenue growth and new business success, while overseeing P&L and operational management.

A Director generally has a high school diploma and approximately 18 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university and demonstration of strong leadership skills, communication skills, motivational techniques, respect and integrity, are preferred. This position requires a strategic, visionary and creative thinker who is well connected within the industry.

GENERAL MANAGER (GM)

The General Manager provides top-level managerial skills with P&L and operational management experience in agency business. The GM develops and introduces new tools and grows new business, while increasing revenue from key clients and maintaining a solid record of low client turnover. Other responsibilities include leading and motivating teams, while creating a collaborative and respectful environment.

A GM generally has a high school diploma and approximately 15 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university is preferred.

EXECUTIVE VICE PRESIDENT (EVP)

The Executive Vice President provides excellent client service and high-quality and creative counsel. The EVP serves as a subject matter expert and leader who keeps up with growth and innovation in the industry, as well as broad-based communications and news trends. Other responsibilities include articulating clearly and powerfully the relevance of Edelman's intellectual property, Skilled in P&Ls in an agency setting and a proven record in management, managing leadership teams and a wide range of communications professionals.

An EVP generally has a high school diploma and approximately 12 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university and demonstration of sound judgment, proven problem-resolution skills and professional and ethical business behaviors are preferred.

SENIOR VICE PRESIDENT (SVP)

The Senior Vice President develops and executes successful public relations plans and programs, providing high-quality creative deliverables and customer service to clients. The SVP demonstrates a strong understanding of all facets of public relations and marketing communications, including pitching and winning new business and managing budgets. Other responsibilities include contributing significantly as a valued leader and resource for clients and client account teams.

As SVP generally has a high school diploma and approximately 10 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university is preferred.

VICE PRESIDENT (VP)

The Vice President provide excellent client service, utilizing broad-based skills in all facets of traditional and digital communications plans. The VP manages programs and accounts independently and effectively from the creative concept phase to implementation to measurement. Other responsibilities include building strong client relationships and confidently counseling the client organization.

A VP generally has a high school diploma and approximately seven years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university is preferred.

SENIOR ACCOUNT SUPERVISOR (SAS)

The Senior Account Supervisor oversees planning and execution of traditional and digital communications programs to meet business objectives. The SAS develops concepts and plans creatively, strategically and globally. Other responsibilities include managing key accounts with little supervision, communicating daily with staff regarding clients' business and providing ideas, concepts and designs proactively to clients to maximize results and anticipate issues, while ensuring client objectives are met.

An SAS generally has a high school diploma and approximately five years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university and demonstration of strong research, writing, editing and client interaction skills, along with and a proven track record of developing and maintaining strong client relationships are preferred.

ACCOUNT SUPERVISOR (AS)

The Account Supervisor manages large projects, as well as small teams on one or more accounts. The AS has a comprehensive understanding of the client business and mission, as well as their key stakeholders. The AS works with senior staff to develop and execute communications plans based on client goals. They are familiar with best practice communications tactics and public relations tools and possess the ability to recommend them to clients. Other responsibilities include acting as a daily client contact, managing client-related finances and managing large projects within budget.

An AS generally has a high school diploma and approximately four years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university and demonstration of strong research, writing, editing and client interaction skills, are preferred.

SENIOR ACCOUNT EXECUTIVE (SAE)

The Senior Account Executive leads and manages multiple small or medium-sized projects simultaneously and clearly understands client business and mission, as well as key stakeholders: consumers, employees, investors, regulators, media, vendors, partners and other businesses/organizations. The SAE develops communications plans, implements public relations, marketing and/or communications tactics and imparts knowledge to junior account team members. Other responsibilities include planning and coordinating traditional and/or social media outreach programs, aiding in new business processes, writing, editing and building relationships with clients, colleagues and other stakeholders.

An SAE generally has a high school diploma and approximately two years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university and demonstration of strong research, writing, editing and client interaction skills are preferred.

ACCOUNT EXECUTIVE (AE)

The Account Executive has an intricate level of understanding of account(s), the clients' businesses, products, markets, personnel, outside influencers, opposition, etc. and helps develop communication plans and implement public relations, marketing and/or communications tactics. The AE has a solid grasp of all basic public relations tools and how they are used to achieve client goals.

An AE generally has a high school diploma and approximately one year of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing. A bachelor's degree from an accredited college or university and demonstration of research, writing, editing and client interaction skills are preferred.

ASSISTANT ACCOUNT EXECUTIVE (AAE)

The Assistant Account Executive provides day-to-day account support on activities such as developing communication plans and implementing public relations, marketing and/or communications tactics. As an entry-level employee, the AAE has a strong work ethic and dedication to consistently provide quality work to their teams and clients.

An AAE generally has a high school diploma. A bachelor's degree from an accredited college or university and previous internship experience are preferred.

INTERN

The intern supports the work of the account group and the company in both an administrative and clerical capacity while actively learning new skills in the traditional and digital communications spaces. The intern is responsible for assisting with implementing and monitoring projects within a specific set of accounts under supervisor direction.

An intern generally has a high school diploma and possesses good organizational skills and the ability to adapt to new conditions, assignments and deadlines.

ADMINISTRATIVE ASSISTANT and EXECUTIVE ASSISTANT

The Administrative Assistant and Executive Assistant support the needs of key personnel and others in the practice group. The AA and EA work efficiently, are solutions-oriented, proactive, and anticipate needs required to take ownership of work and excel in a team environment. The AA and EA possess strong time management skills, with attention to detail, following through on projects and handling multiple tasks.

An AA or EA generally has a high school diploma and approximately two years of relevant administrative experience while possessing a strong sense of customer service and excellent written, oral, and interpersonal communication skills.



GSA Rates as of 7/1/2014

Other Direct Costs (ODC):

SIN 541-1000

ODC	MAXIMUM PRICE*	ODC	MAXIMUM PRICE*
Blast Fax	\$17,475.63	Postage	\$2,221.70
Catering	\$2,168.09	Press Clippings	\$19,387.75
Cell Phone	\$934.87	Press Release	\$15,829.00
Color Copying	\$8,579.50	Printing	\$16,957.48
Connectivity Fee	\$141.06	Production	\$302,856.82
Extranet (Month)	\$500.00	Research	\$165,000.00
Dow Jones Search	\$3,481.18	Rental Equipment	\$1,612.12
Facility Rental	\$159,238.12	Satellite Media Tour	\$15,122.50
Fax, Printing, Copy	\$186.40	Seminars	\$20.15
FedEx	\$76.00	Speakers	\$20,483.49
Floral Arrangements (each)	\$148.10	Spokesperson	\$503.79
Fulfillment (unit)	\$4.28	Sponsorship	\$50,378.74
Legal Fees	\$8,619.50	Subscription	\$497.74
Lexis Nexis	\$420.16	Supplies	\$22,832.66
Long Distance Telephone	\$8,694.20	Teleconference	\$5,072.11
Mailers	\$44,706.09	Telephone	\$575.72
Meals (per person per meal)	\$43.44	Tolls	\$17.23
Media Buy - Periodicals	\$48,715.23	UPS	\$5,461.05
Media Buy - TV, Print, Radio, & Other	\$675,046.10	Video Dubbing	\$5,229.31
Membership Dues	\$403.03	Video Editing NY	\$241.81
Messenger	\$368.78	Video – General	\$827.22
Newscast Search Engine	\$2,613.65	Video - Monitoring	\$47,355.01
Photography	\$2,458.48	Video - Production	\$2,049.40
MEDIA PLACEMENT		CREATIVE	
Posters (each)	\$225,364.52	Cinema Ad	\$492,211.26
Print Ad (page)	\$72,858.06	Photography & Retouching	\$185,942.78
Television Ad (10 seconds)	\$873,211.75	Poster (each)	\$295,315.52
Television Ad (30 seconds)	\$424,880.53	Print Ad (page)	\$580,588.78
		Radio (spot)	\$208,751.38
		Television Ad	\$4,422,340.64

* All price maximums are inclusive of a 0.75% Industrial Funding Fee (IFF) as mandated by the GSA on 1/1/04

To learn more about Edelman, please click here to download our current [Edelman GSA Brochure](#).

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